

Business Paper Point of Sale (PoS) for Migros Retail Media

1. Scope and subject matter

- 1.1. This Business Paper PoS sets out the specific terms and conditions for PoS advertising services within the Retail Media framework.
- 1.2. In particular, the services include the provision of in-store media measures, digital-out-of-home (DooH) advertising and sampling activities.

2. Individual agreement

- 2.1. The individual agreement is concluded following an offer from the advertiser (e.g. by means of a purchase order) and subsequent written confirmation of the order by the provider (an email is sufficient).
- 2.2. The order confirmation refers to the currently valid terms and conditions and specifications, and includes any applicable discounts.
- 2.3. The booking is made on the basis of, amongst other aspects:
 - Format and advertising placement (e.g. in-store screens, DooH displays, point-of-sale sampling)
 - Term and/or display period
 - Geographical criteria (e.g. selection of stores or regions subject to consultation and availability)

Section A – DooH

3. DooH advertising materials

- 3.1. The advertiser is responsible for creating the digital advertising materials, which must be produced at their own expense in accordance with the provider's current specifications. Delivery to the provider must take place no later than 14 days before the go-live date.
- 3.2. Advertising materials must comply with the specified production and quality criteria. The provider is entitled to reject any advertising material that does not comply with the requirements.
- 3.3. Failure to deliver, late delivery or defective delivery will not result in the campaign being postponed. The agreed price remains payable in full, even in the event of partial or complete non-display due to circumstances for which the advertiser is responsible. Any resulting damages shall be borne exclusively by the advertiser.

4. DooH formats and technical specifications

The provider publishes the currently valid formats and specifications.

5. DooH display and playout terms

- 5.1. The exact display is set out in the order confirmation. For bookings based on calendar weeks, the playout usually begins on a Thursday.

- 5.2. The provider is entitled to adjust the payout for operational reasons. Where possible, rescheduling is agreed with the advertiser.
- 5.3. Public holidays or company-specific circumstances may affect the payout schedule. The agreed price remains payable regardless of this.

6. DooH cancellation policy

- 6.1. Cancellations made up to two weeks before the payout are free of charge; after that, 100% of the agreed fee is payable.
- 6.2. Cancellations must be made in writing (an email is sufficient). The date of receipt by the provider is authoritative. .

Section B – Sampling

7. Service description – sampling

In the case of sampling, product samples from suppliers are distributed by the provider's staff at retail outlets or included as free samples in orders placed via the online shop (migros.ch), provided this option is selected at checkout.

8. Requirements for samples

- Products must be from the current standard range
- Products must be available at the time of distribution in-store or via the online shop
- Samples must be free samples:
 - smaller than the original product or labelled as a free sample
 - individually wrapped
 - For foodstuffs: suitable for immediate consumption

9. Delivery of samples

- Delivery location: as per the specifications or order confirmation (e.g. Migros logistics centre)
- Delivery deadline: at least 14 days before the distribution date

10. Distribution of samples

- Samples are distributed in a standardised manner at the checkout once payment has been made or, for online orders, are delivered with the goods.
- This must not result in more than one additional task for the (checkout) staff
- Sampling must be self-explanatory
- Supplementary materials (e.g. flyers) are only permitted if they are securely attached to the sample (maximum size: A5)